

ARCHIE
SERIES

Archie's Pal

APPROVED
BY THE
COMICS
CODE



AUTHORITY

12¢

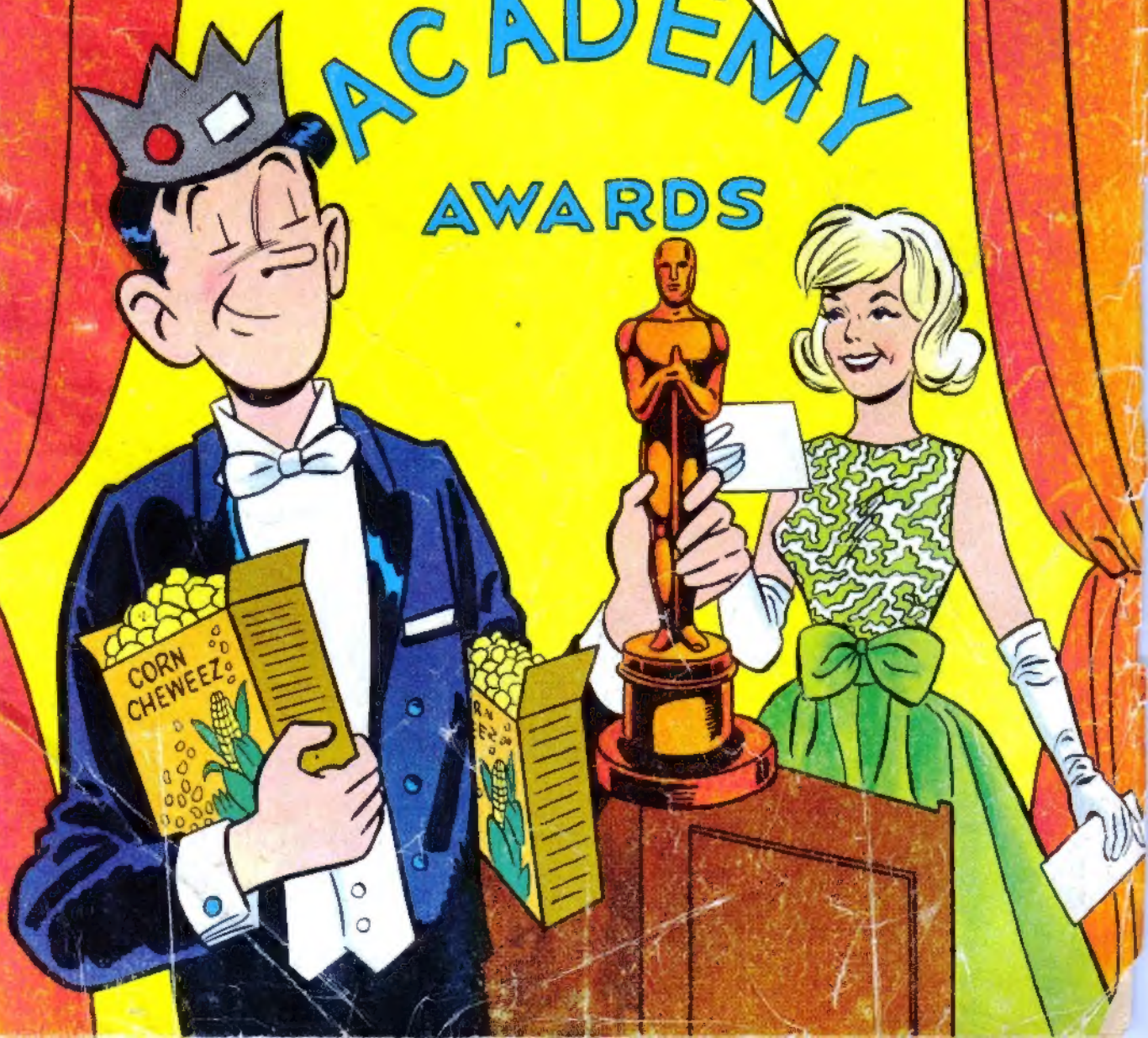
PDC

OCT.

NO.
101

THIS YEAR'S AWARD FOR
THE BEST MOVIE POPCORN-EATER
GOES TO JUGHEAD P. JONES!

ACADEMY
AWARDS



DO YOU NEED EXTRA MONEY?

It costs you nothing to try

\$75.00 IS YOURS

for selling only 100 boxes of our Pearl Splendor Christmas Card assortment, \$32.50 for selling 50 boxes, \$15.00 for 25 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time.

Everyone needs and buys Christmas Cards.

Cut out Business Reply Card below — mail it today — and free samples of personalized Christmas Cards and stationery — plus other leading boxes will be sent you immediately on approval for 30 day free trial with full details of our easy money-making plan. No experience necessary

IT COSTS YOU NOTHING TO TRY

Last year some folks made only \$25 to \$50 while others made \$150 — \$250 — \$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.



PEARL SPLENDOR CHRISTMAS ASSORTMENT
21 really deluxe cards.
Excitingly different



CHRISTMAS GIFT WRAPPING ENSEMBLE
20 gay, colorful large sheets plus matching gift tags. Terrific



HOLY NIGHT CHRISTMAS ASSORTMENT
21 reverently beautiful cards with appropriate sentiments and Scripture Verses. An outstanding box



TRULY CHARMING ALL OCCASION ASSORTMENT
21 distinctive cards of rare beauty
Tremendous appeal



WINTER BEAUTY CHRISTMAS ASSORTMENT
21 exquisite cards with an original, artistic use of color. Stunning



DAINTY BLOSSOMS STATIONERY ENSEMBLE
Dainty raised design on rich vellum with charming ribbon tie. Just lovely



Fill in Name And Address On Reply Card Below—CUT-OUT AND MAIL TODAY—No Stamp Necessary

FROM:

Your Name _____
Address _____
Apt. No. _____
City _____ Zone _____ State _____

FIRST CLASS

PERMIT No. 589

White Plains, New York

FREE SAMPLES
PERSONALIZED
CHRISTMAS CARDS
and STATIONERY

Cut Along Dotted Line — Mail Today

**CUT OUT BUSINESS REPLY CARD AT RIGHT
FILL IN AND MAIL TODAY
No Stamp Necessary**

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

CHEERFUL CARD COMPANY

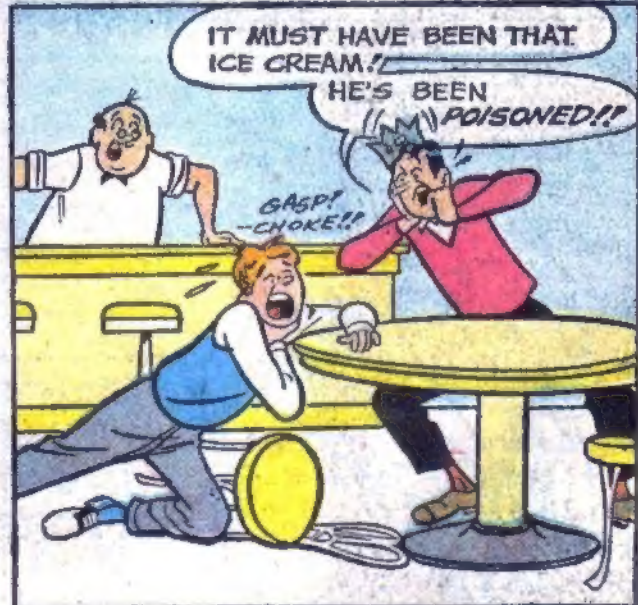
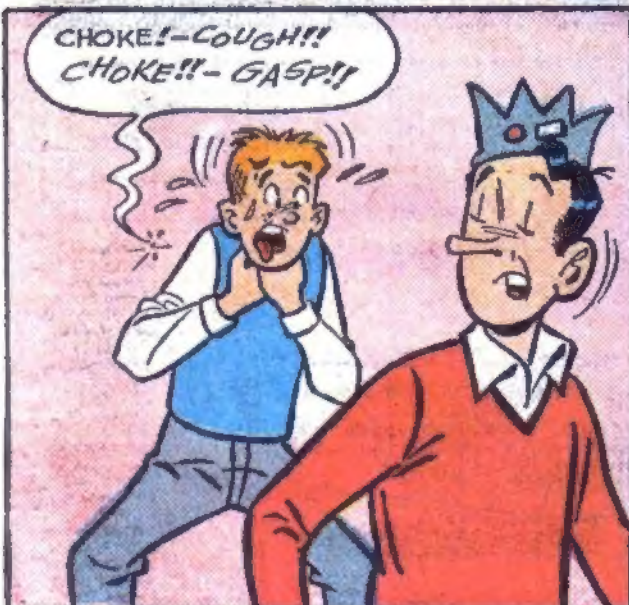
White Plains, New York

Dept. H-7

CHEERFUL CARD COMPANY
Dept. H-7, White Plains, New York

Jughead

"JOKERS WILD!"



WHAT KIND OF A PTOMAINE PALACE ARE YOU RUNNING HERE, ANYWAY?

(GULP)
-- ME?

--POISON?--
-- MY
ICE CREAM?
--PTOMAINE
?!?

(SOB)- LOOSEN HIS COLLAR WHILE
I CALL AN AMBULANCE!

THERE!- I LOOSENED YOUR COLLAR!
-HOW DOES IT FEEL, PAL?

GREAT!- JUST GREAT!
THANKS, JUG!

FOR A MINUTE I
THOUGHT IT WAS
SOMETHING I ATE!

CHOKLIT
SHOP

WHEW!-- A TIGHT COLLAR!--
AND I ALMOST GOT SCARED
TO DEATH!



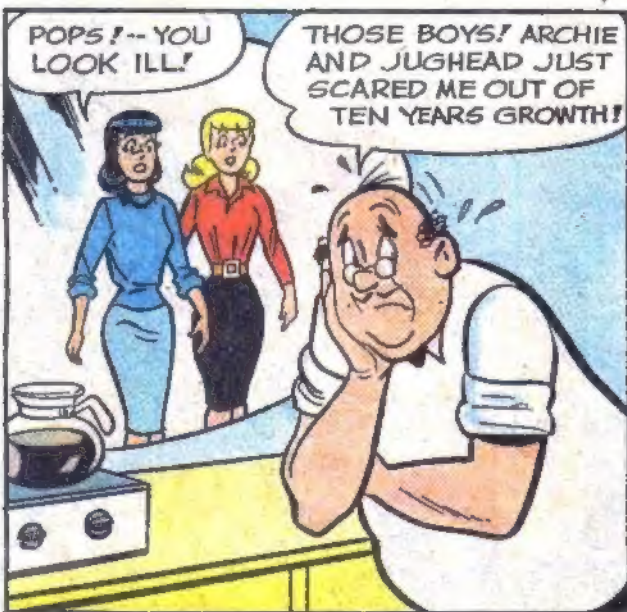
JUG!! DID Y-YOU
SEE THE LOOK ON
HIS FACE?

DID HE PANIC,
OR DID HE
PANIC??



POPS!-- YOU
LOOK ILL!

THOSE BOYS! ARCHIE
AND JUGHEAD JUST
SCARED ME OUT OF
TEN YEARS GROWTH!

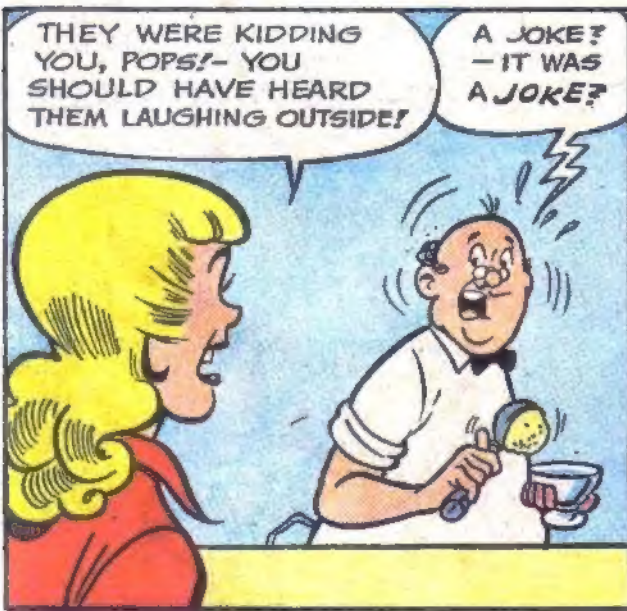


WE THOUGHT ARCHIE WAS
POISONED BY MY ICE
CREAM!



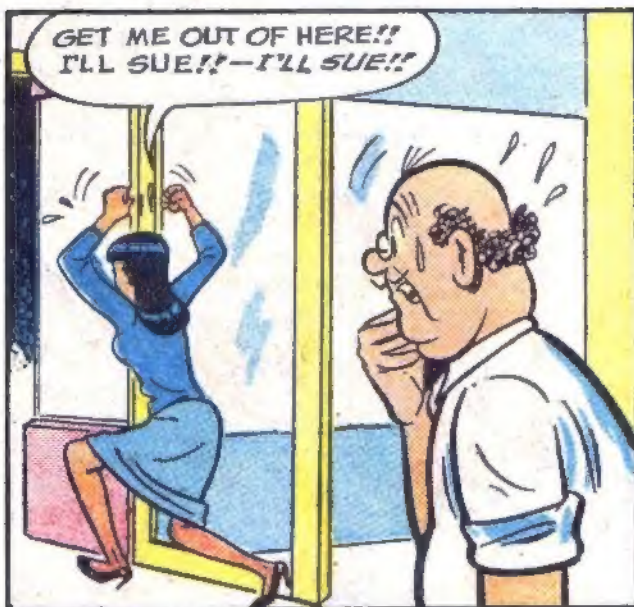
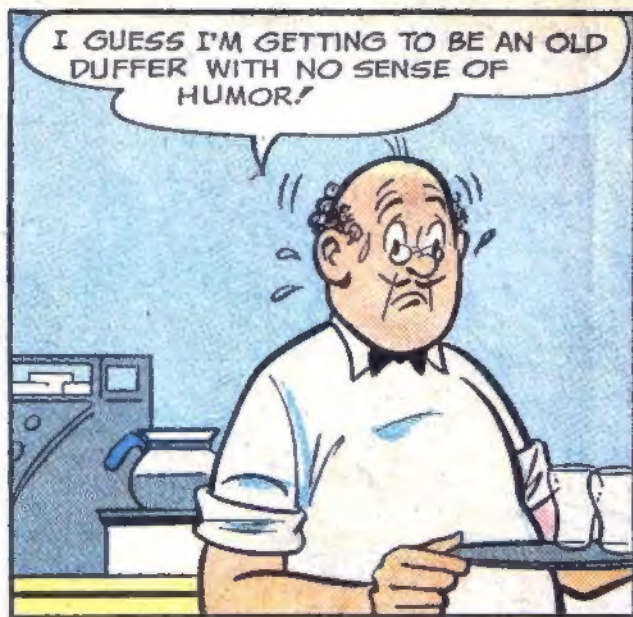
THEY WERE KIDDING
YOU, POPS!-- YOU
SHOULD HAVE HEARD
THEM LAUGHING OUTSIDE!

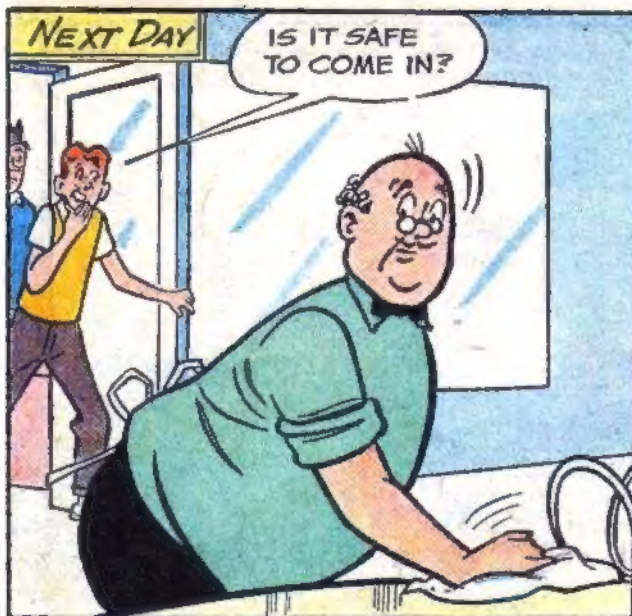
A JOKE?
-- IT WAS
A JOKE?

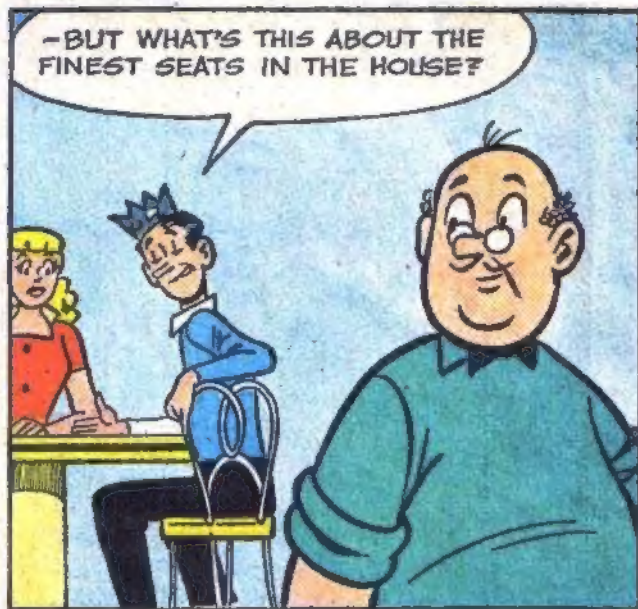


ABOUT ME, THEY CAN MAKE JOSES!
--- BUT MY LOVELY ICE CREAM?--
--- NEVER!!









BILLY NEVER LOSES A RACE SINCE HE GOT HIS NEW BIKE!

I DIDN'T THINK THAT THERE COULD BE THAT MUCH DIFFERENCE BETWEEN BIKES.

BILLY WINS WITH BENDIX

IT'S NOT THE BIKE, SUE. IT'S THE BENDIX AUTOMATIC THAT I ORDERED FOR IT. I CAN TAKE OFF FASTER, SHIFT GEARS FASTER, JUST BY BACK-PEDALING TWO INCHES, AND I CAN STOP ON A DIME IF I HAVE TO!

THAT'S NEAT, BILLY!

THAT'S NOT ALL, EITHER. SEE THE BENDIX AUTOMATIC HAS NO CABLES TO KINK OR BREAK. NOTHING TO GO WRONG, AND THEY PUT THREE RED STRIPES ON IT SO YOU KNOW IT'S A BENDIX!

SOUNDS GOOD TO ME. I THINK I'LL ASK DAD TO ORDER A BENDIX® AUTOMATIC TRANSMISSION AND POWER BRAKE ON THE NEW BIKE HE SAID I'D GET FOR CHRISTMAS.

ME TOO!

MAIL THIS COUPON FOR A FREE FOLDER ON THE BENDIX AUTOMATIC

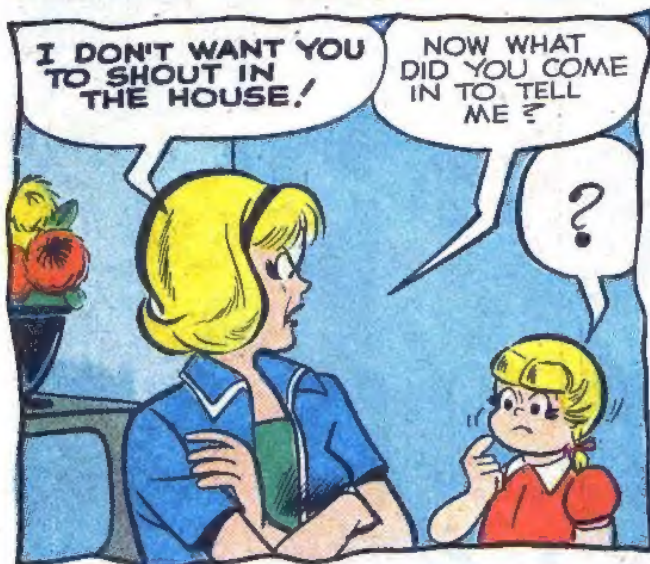
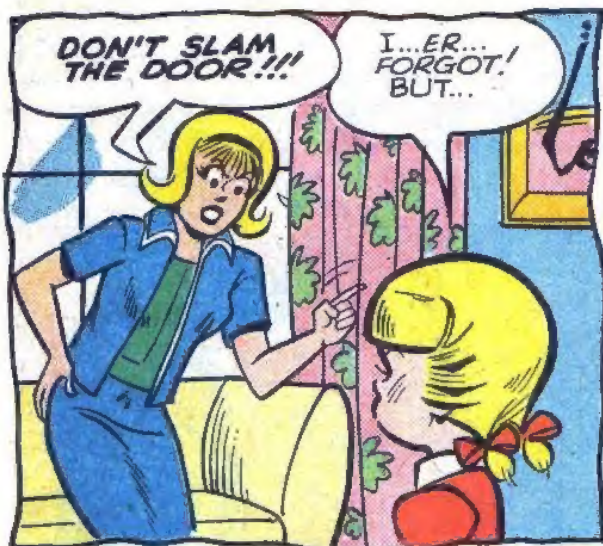
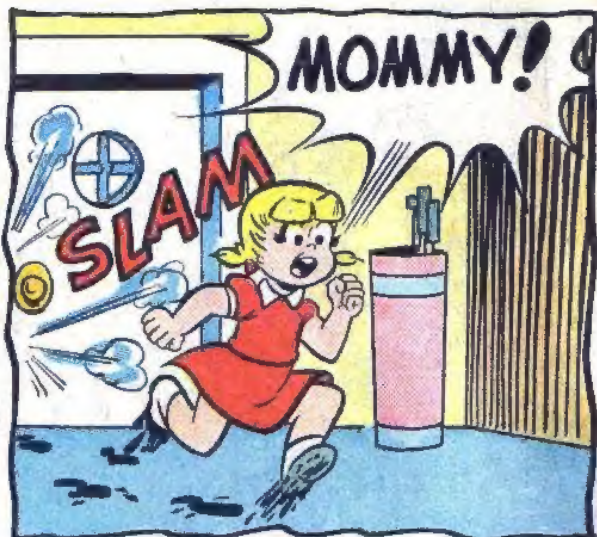
THE BENDIX CORPORATION
ECLIPSE MACHINE DIVISION
ELMIRA, NEW YORK

NAME (PLEASE PRINT) _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

LIL JINK "FORGET ME-NOT"



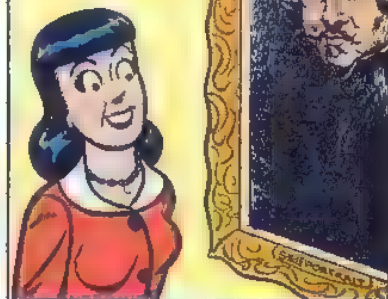
Jughead

CULTURE
VULTURE

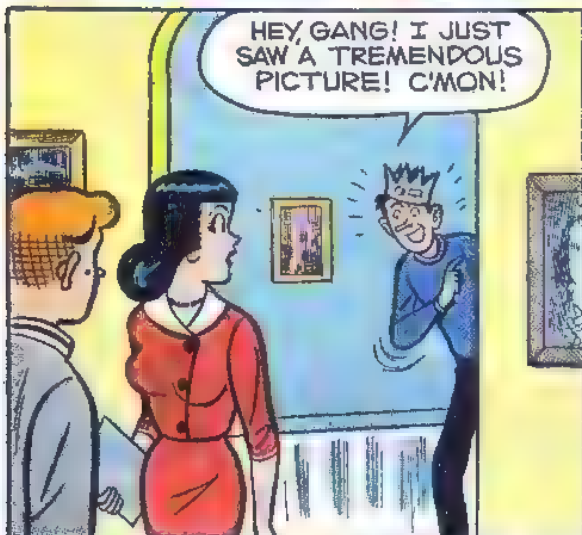


THIS IS DA VINCI'S
FAMOUS MONA
LISA!

AND, THAT'S A
REMBRANDT!

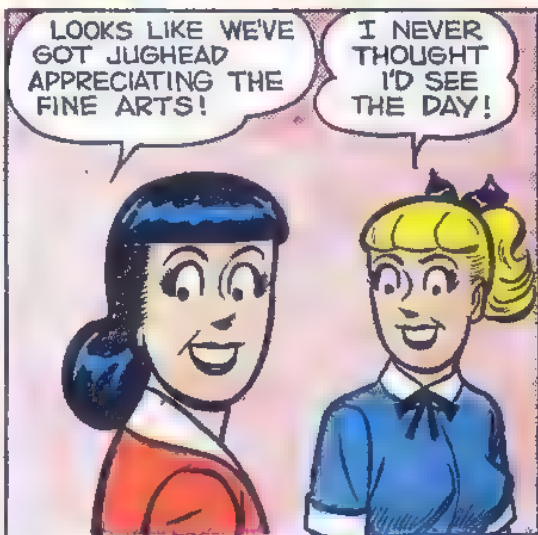


HEY, GANG! I JUST
SAW A TREMENDOUS
PICTURE! C'MON!



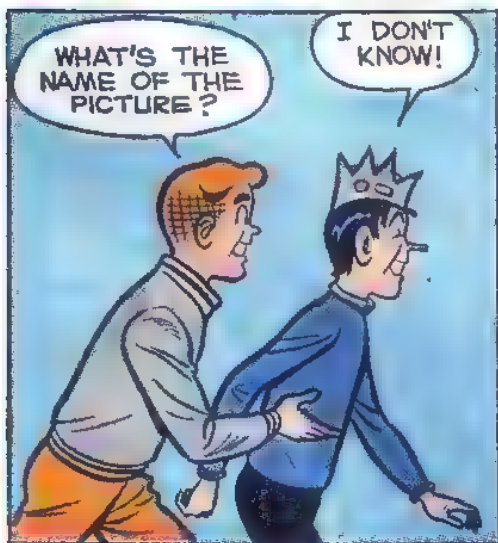
LOOKS LIKE WE'VE
GOT JUGHEAD
APPRECIATING THE
FINE ARTS!

I NEVER
THOUGHT
I'D SEE
THE DAY!

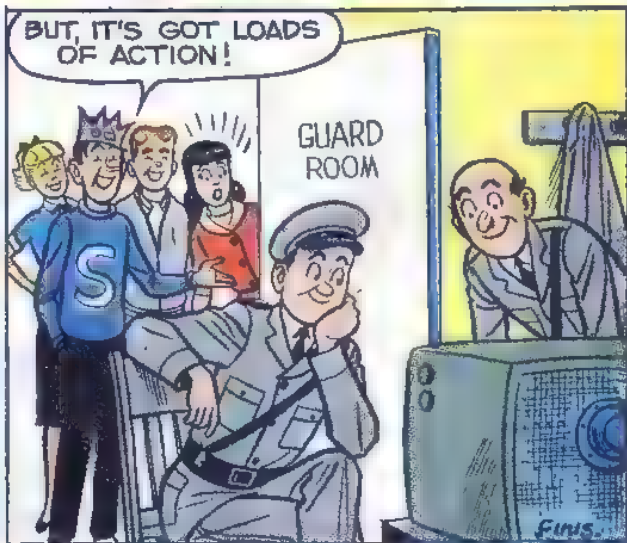


WHAT'S THE
NAME OF THE
PICTURE?

I DON'T
KNOW!



BUT, IT'S GOT LOADS
OF ACTION!



GUARD
ROOM

New Improved

AMERICA'S MOST EXCITING WAR GAME

ONLY \$1.00 PLUS POSTAGE

TASK FORCE

REG. U.S. PATENT OFFICE

2 **PIECE TASK FORCE IN GRAY & GREEN**
 4 AIRCRAFT CARRIERS 24 PLANES
 4 DESTROYERS 8 LANDING BARGE
 4 BATTLESHIPS 4 HEADQUARTERS
 16 TANKS WITH MOVEABLE TURRETS
 24 PILL BOXES

These miniature ships, 3-6 inch scale, plastic type are admirably suited and made in miniature only proportional to the grand battlefields. (The rest only are copies.)

175 RED MARKERS—enough to record the dust, smoke, battle damage and shelling.

Simple directions etc. for 2 or 4 players, from 5 to 60 who enjoy being armchair generals.

HELEN OF TOY, CO. NO C.O.D.'s
 COMMACK, N.Y., Dept. 254-AS1
 88 TOYS ONLY—75c p.pd. ☐
 BOTH! Complete game and 88 extra toys (total of 176 toys)—\$2.00 p.pd. ☐

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Canadian: Both, 2.20 cash or Int'l Postal M.O.

Tension runs high in a big full scale battle scene with all elements participating on land, sea and air. The team best able to strategically place his force and direct his wing will be the only battle survivor! There is no imagination necessary here! You get the equipment, the battlefield and the rules on how to locate, occupy and destroy the enemy. It is actually played and immediately enjoyed by members of our real Armed Forces.

HELEN OF TOY, CO. NO C.O.D.'s
 COMMACK, N.Y., Dept. 254-AS1
 PLEASE RUSH me...complete TASK FORCE game(s) for which I am enclosing \$1.00 plus 25c for postage and handling for each game I have ordered. If I am not completely satisfied I may return it within 10 days for a full refund.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

CANADA: \$1.40, ENGLAND: 10/-, AUSTRALIA: 13/- Cash or International Postal M.O.

132 2 Complete Modern Navies in Gray and Green
PIECES SCALED IN 3-D
ALL PLASTIC - UP TO 5" LONG
 Numerically classified below

NUCLEAR NAVAL BATTLE GAME!!

An action packed thrill a minute game. Each Commander maneuvers every ship with authentic tactics and controls sonar, mine laying, torpedo runs, plane launchings and ship to ship combat.

A COMPLETE GAME \$1.50

132 PIECE NAVIES
GIANT BATTLE AREA
2 GYRO INDICATORS
SIMPLE DIRECTIONS
 A COMPARISON CHART of the two most powerful Navies in the World - United States and Russia

CONVOY TERROR



FLEET

2 AIRCRAFT CARRIERS** 4 DESTROYERS
 12 HEAVY CRUISERS** 8 DESTROYERS
 8 HEAVY BATTLESHIPS 2 LIGHT CRUISERS
 2 DESTROYER FRIGATES**
 6 DESTROYER LEADERS**
 4 DESTROYER ESCORTS
AUXILIARIES

30 PLANES 6 MINES 10 P.T. BOATS
 2 MINE SWEEPERS 8 MINE LAYERS
 20 CARGO SHIPS 12 SUBMARINES**

* Missiles (For toys only see coupon) ** Nuclear

HELEN OF TOY CO. NO C.O.D.
 COMMACK, N.Y. Dept. 254-CAS
 Please send me the items I have checked.
 I have enclosed the correct amount.
☐ 132 TOYS ONLY @ \$1.15
☐ COMPLETE GAME @ \$1.50
☐ Special! Complete game and 132 extra toys (total of 264 toys) @ 2.50 p.pd.

Satisfaction guaranteed or return for full refund within 10 days.

NAME _____

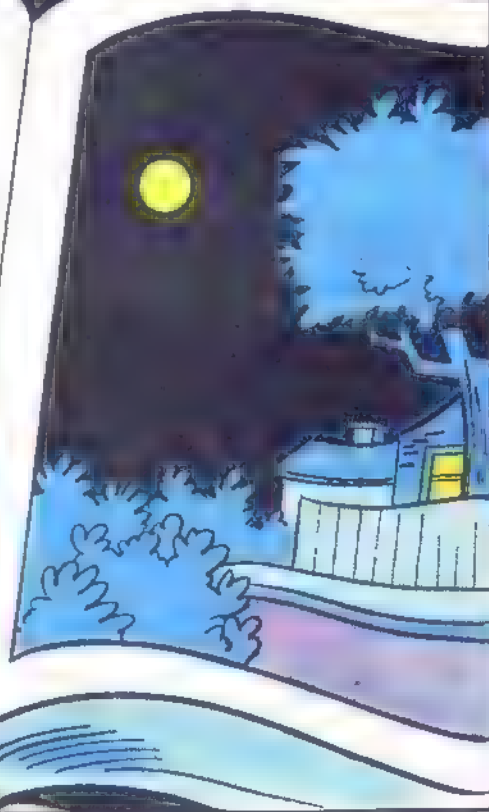
ADDRESS _____

CITY _____ STATE _____

GAME: Canada \$2.00, Eng. 13/-, Aust. 16/-
 Cash or International Postal M.O.

Jughead "a Bum Steer"

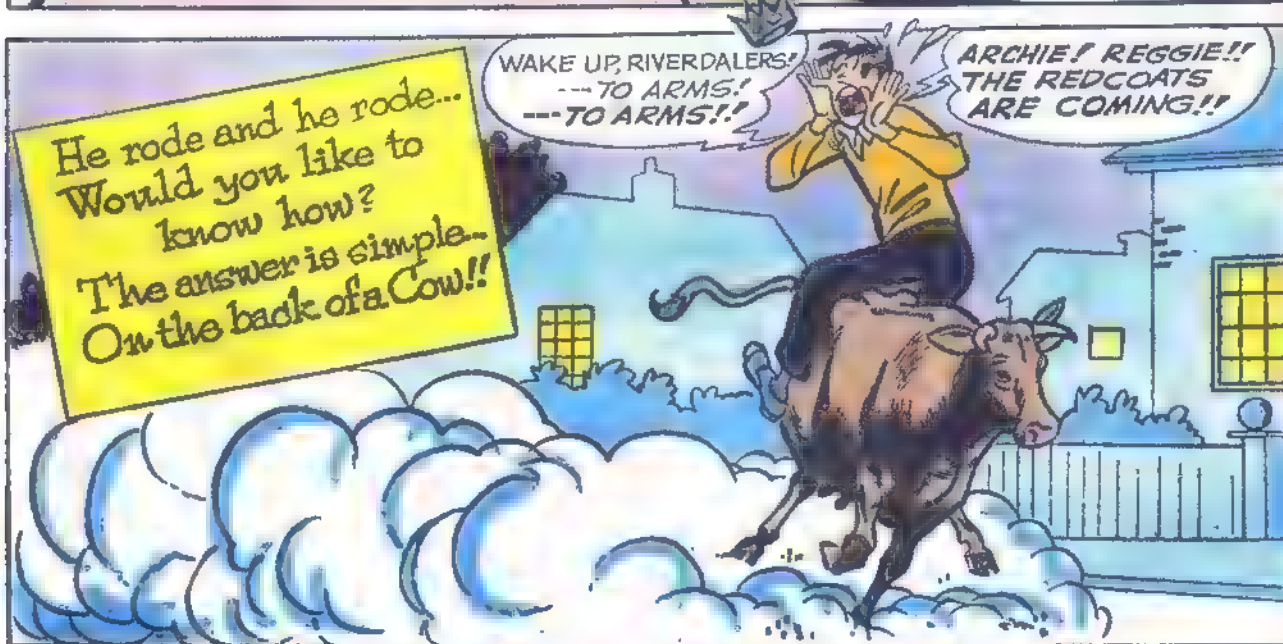
LISTEN MY CHILDREN
AND YOU SHALL HEAR
OF THE MIDNIGHT RIDE
OF "JUGHEAD REVERE"
HOW HE LEFT TOWN...
THEN HURRIED BACK
TO SAVE HIS HIGH SCHOOL
FROM ATTACK!!

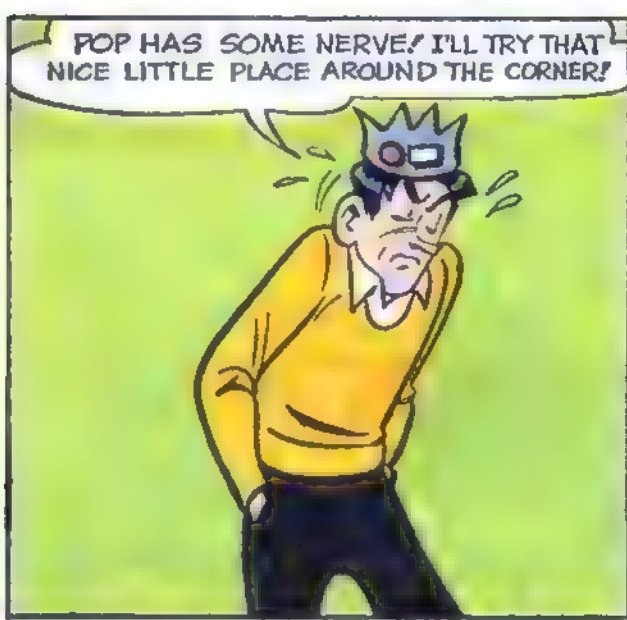
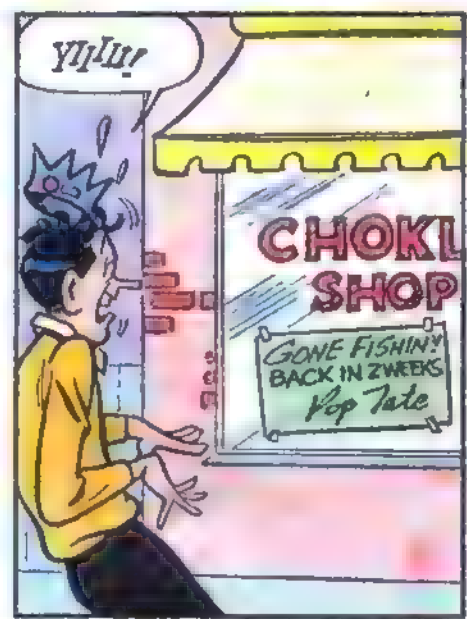
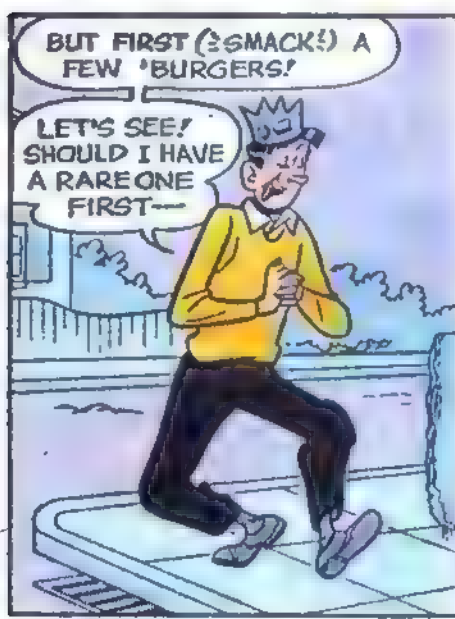


He rode and he rode...
Would you like to
know how?
The answer is simple...
On the back of a Cow!!

WAKE UP, RIVERDALERS!
---TO ARMS!
---TO ARMS!!

ARCHIE! REGGIE!!
THE REDCOATS
ARE COMING!!





THIS IS GETTING SERIOUS!
THE ONLY DECENT PLACE
LEFT IS "CHARLIE'S"!



HEY, JUG! DIDJA HEAR
ABOUT THE FLOOD
ON OAK STREET?

NO!



A SEWER-MAIN
BROKE!

GEE!
TOO
BAD!

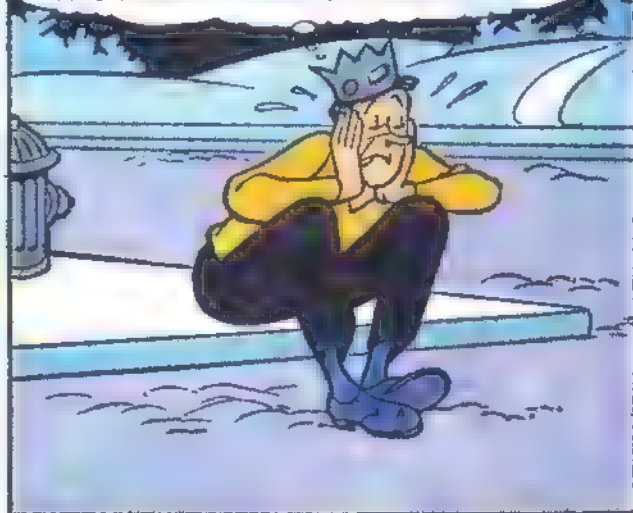


THEY HAD TO
CLOSE UP EVERY
SHOP ON THE
STREET, INC---

---INCLUDING
"CHARLEY'S"!
I KNOW, I KNOW!



WHAT A PREDICAMENT! I'M GETTING
SPOTS IN FRONT OF MY EYES--AND
THEY ALL LOOK LIKE HAMBURGERS!



MY ONLY HOPE IS A FAST TRIP
TO GIBBSVILLE! THERE'S THE BUS NOW!
HOLD IT! HOLD IT!!



FIFTEEN MINUTES LATER... AT THE GIBBSVILLE 'OASIS'...

BRING ANOTHER DOZEN, M'GOOD MAN!

??

HAW!
HAW!!

WE'LL MAKE MONKEYS OUTA THAT RIVERDALE CROWD!

!?!

SOUNDS LIKE SOME OF THE GUYS ON THE GIBBSVILLE TEAM!

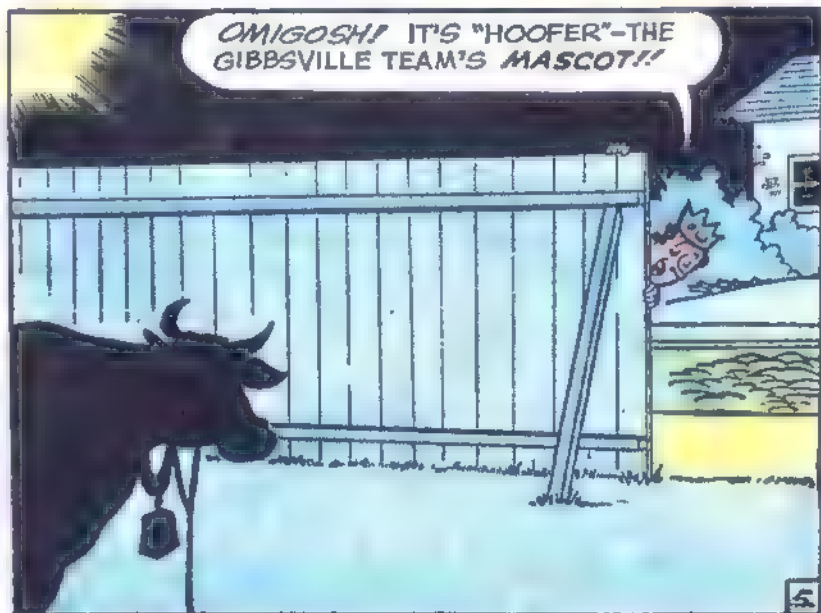
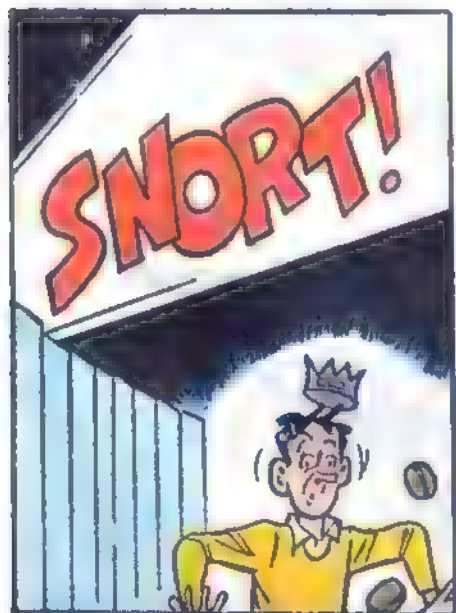
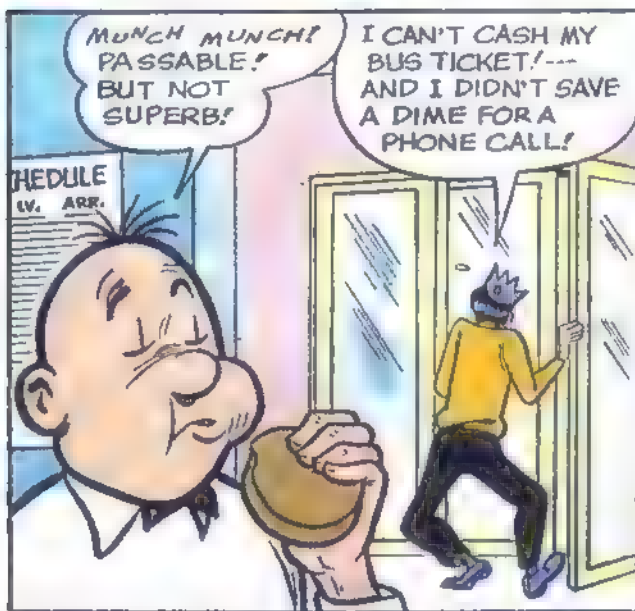
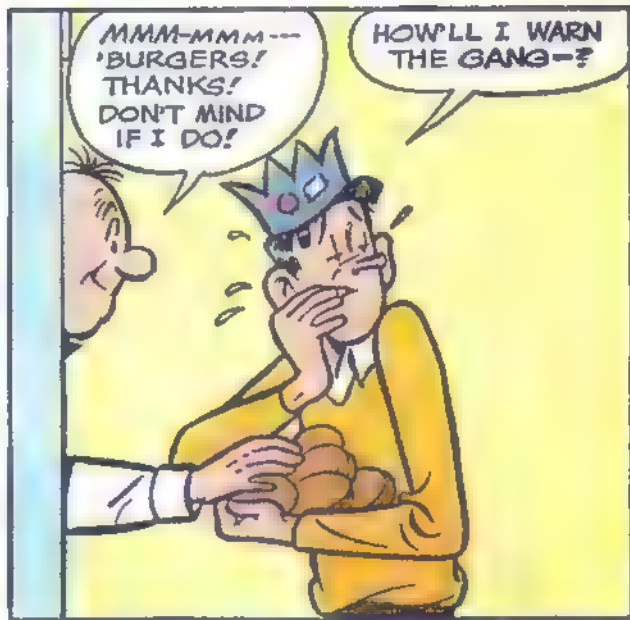
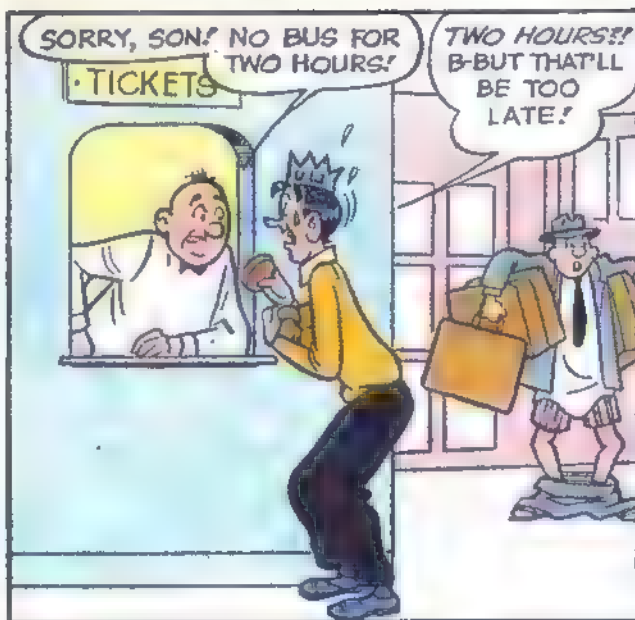
WHILE THEY'RE PRANCIN' AROUND THEIR BONFIRE, WE'LL CLIMB THE SCHOOL TOWER, AND SWIPE THE BELL!

GREAT IDEA, WILLIE!

THE SCHOOL BELL! OUR GOOD LUCK SYMBOL! I'VE GOTTA G-GET BACK AND WARN THE G-GANG!

YOU MAKE A PASSABLE HAMBURGER, M'GOOD MAN!

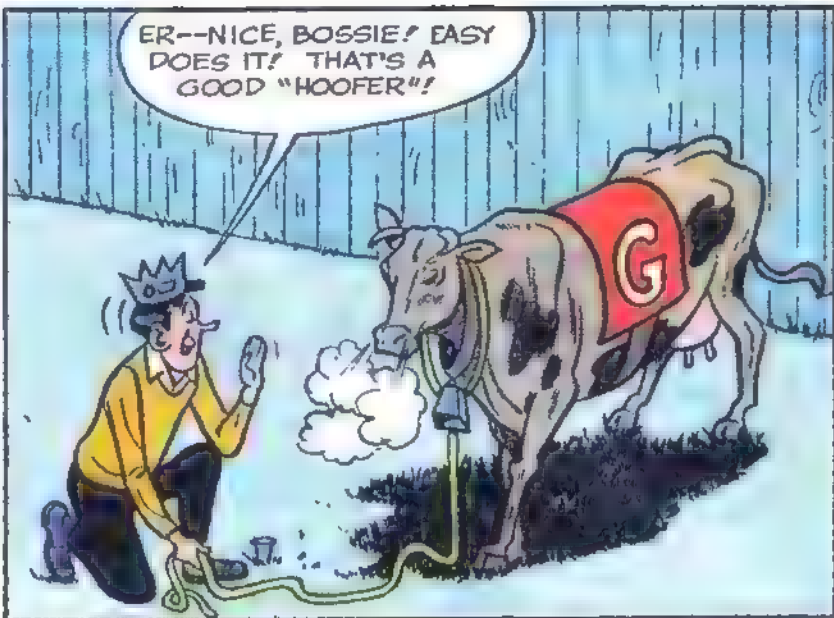
NOT SUPERB! BUT PASSABLE!



HEY!—HERE'S MY CHANCE
TO TURN THE TABLES! I'LL
SWIPE THEIR LIVESTOCK!



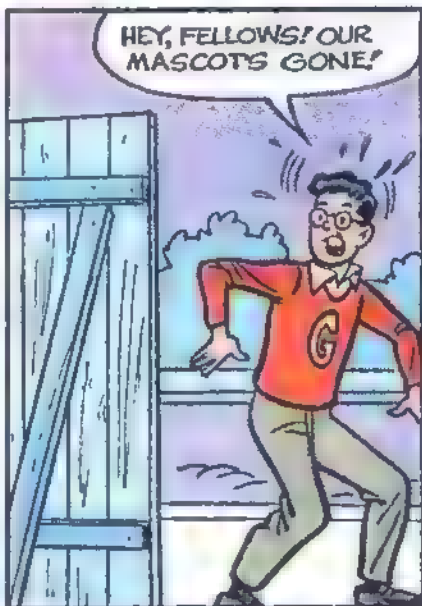
ER--NICE, BOSSIE? EASY
DOES IT! THAT'S A
GOOD "HOOFER"!



OKAY, "HOOFER"! LET'S
START HOOFING!



HEY, FELLOWS! OUR
MASCOTS GONE!



WHERE'S
"HOOFER"?

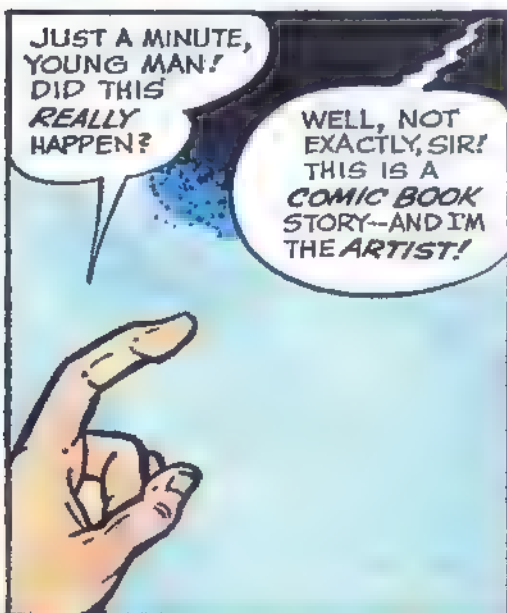
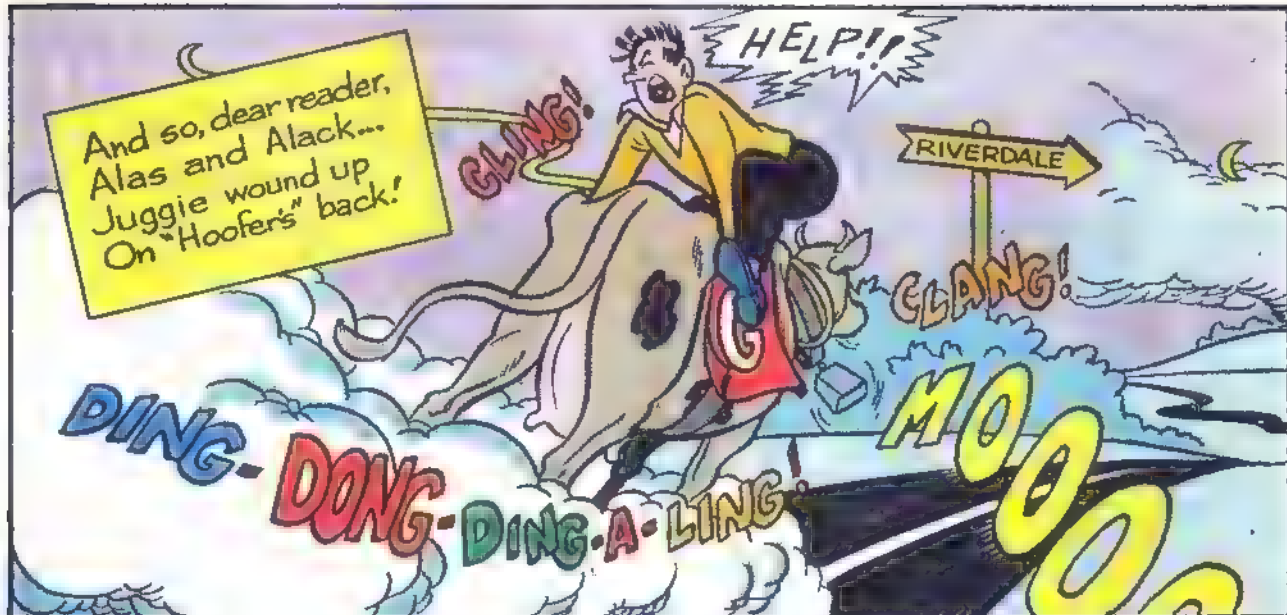
LOOK! THAT
POINTY NOSED GUY
IS LEADING HER
AWAY!



FRIGHTENED BY THE COMMOTION, "HOOFER" DECIDES TO HOLD A PRIVATE STAMPEDE!!

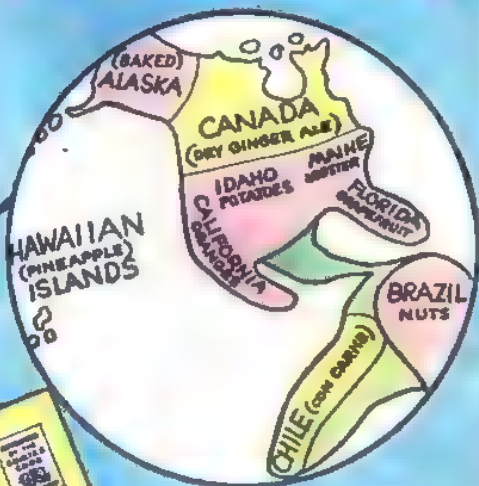
WHOA! STOP!!
YOU'RE OVERDOING
THIS!!





WHAT A WORLD!

IT'S A PLACE WHERE
THINGS HAPPEN!...
CRAZY THINGS THAT
COULD ONLY HAPPEN
IN THE WORLD OF
JUGHEAD!



ARCHIE GIANT SERIES MAGAZINE Presents
THE WORLD OF
Jughead
#24

LISTEN! THEY'RE
PLAYING MY SONG!

IT'S A
WORLD OF
LAUGHS!

DON'T MISS LAUGHING
YOUR WAY THROUGH
JUG'S ZANY ADVENTURES
IN HIS LATEST ARCHIE
GIANT SERIES MAGAZINE!

ORDER YOURS **NOW!**

THE WORLD OF JUGHEAD #24
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN
CANADA) FOR WHICH YOU WILL SEND ME
THE WORLD OF JUGHEAD #24
AS SOON AS IT IS OFF THE PRESSES.

NAME (PLEASE PRINT)

AGE

ADDRESS

CITY

STATE

Jughead

in

Return of BIG Ethel

?

PSST!
ARCHIE!



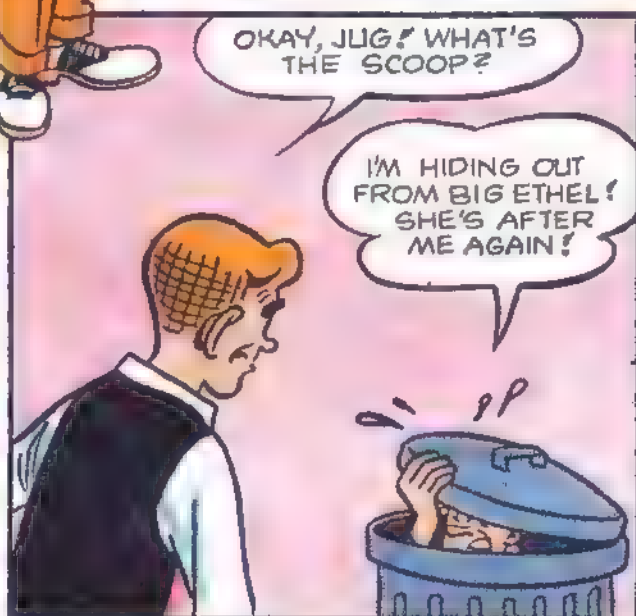
GEE...I'VE HEARD OF **WEeping
WILLOWS** AND **LAUGHING GAS**...
BUT THIS IS THE FIRST TIME I'VE
SEEN A
**WHISPERING
GARBAGE CAN!**

VERY
FLUNNY!
BIG
HO-HO!



OKAY, JUG! WHAT'S
THE SCOOP?

I'M HIDING OUT
FROM BIG ETHEL!
SHE'S AFTER
ME AGAIN!



RELAX, BOY! YOU'RE SAFE FOR A WHILE!

WHAT DO YOU MEAN?

BIG ETHEL WENT OVER TO THE GYM TO TRY MUSCLING IN ON BASKETBALL PRACTICE!

WHEW! THANKS FOR THE TIP!

LOVER BOY!

I NEED A HAMBURGER TO CALM MY NERVES! SEE YOU LATER, ARCH!

OH, NO! I THOUGHT YOU WERE SUPPOSED TO BE PRACTICING BASKETBALL!

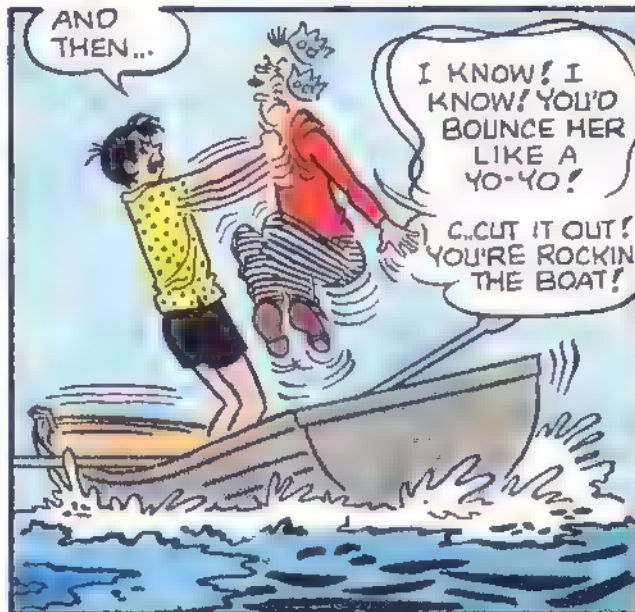
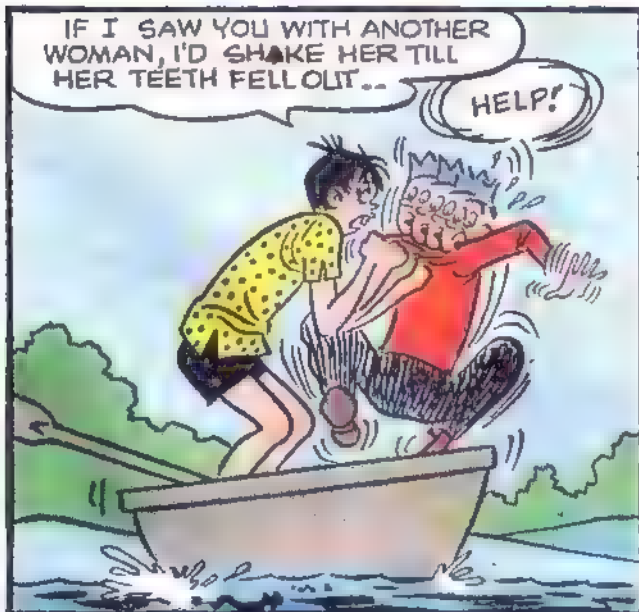
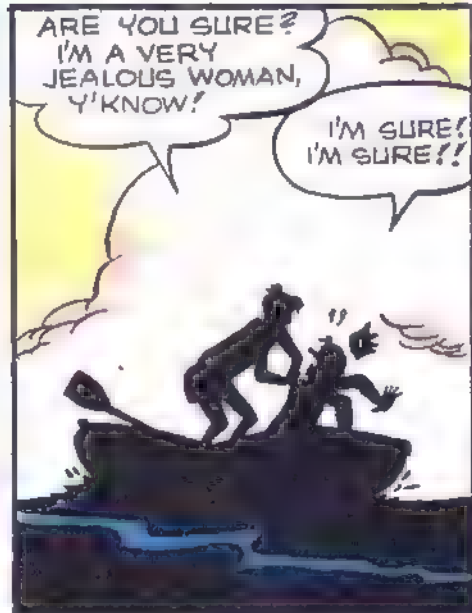
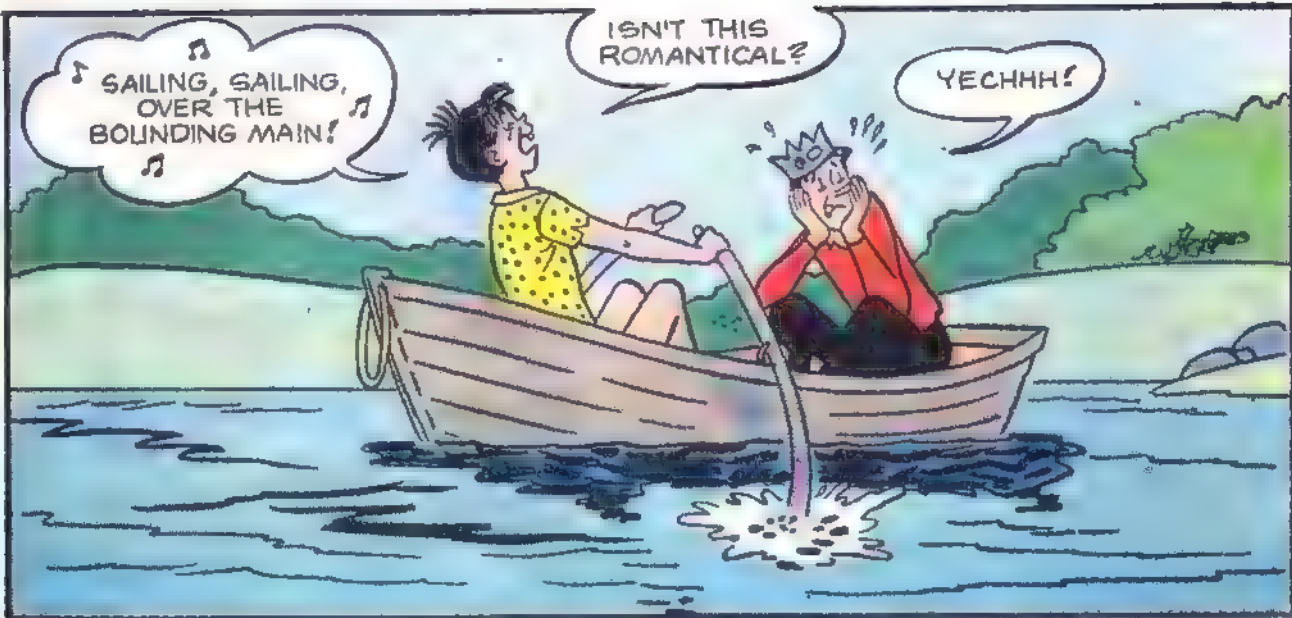
BASKETBALL PRACTICE WAS CALLED OFF!

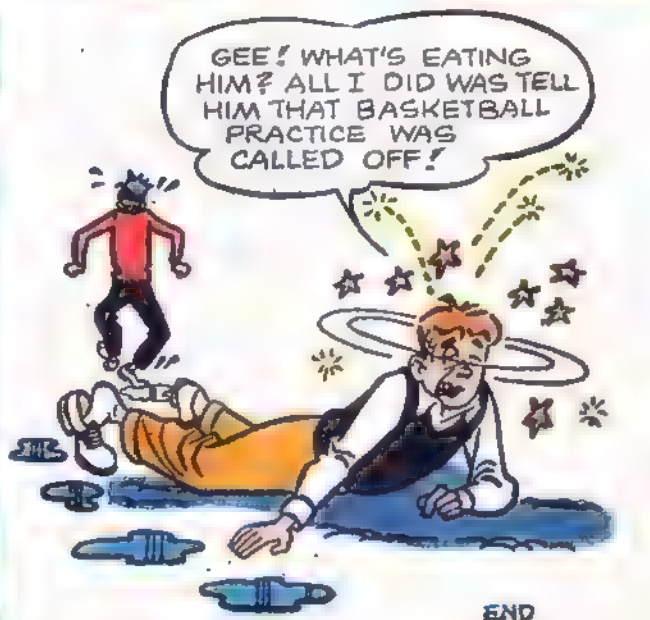
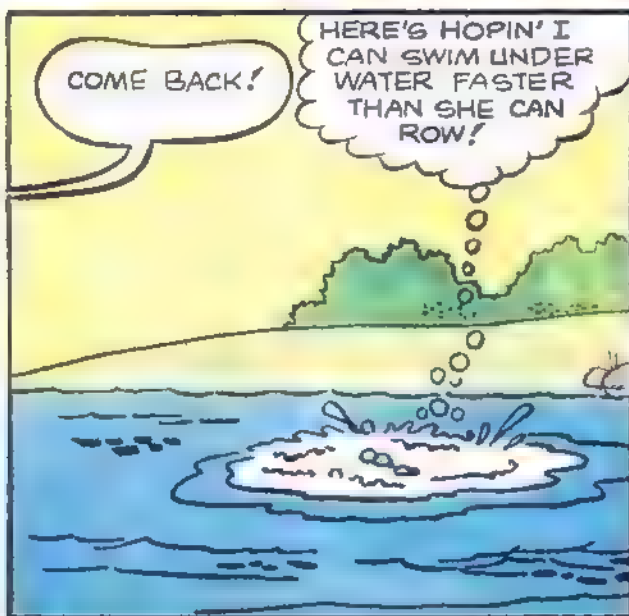
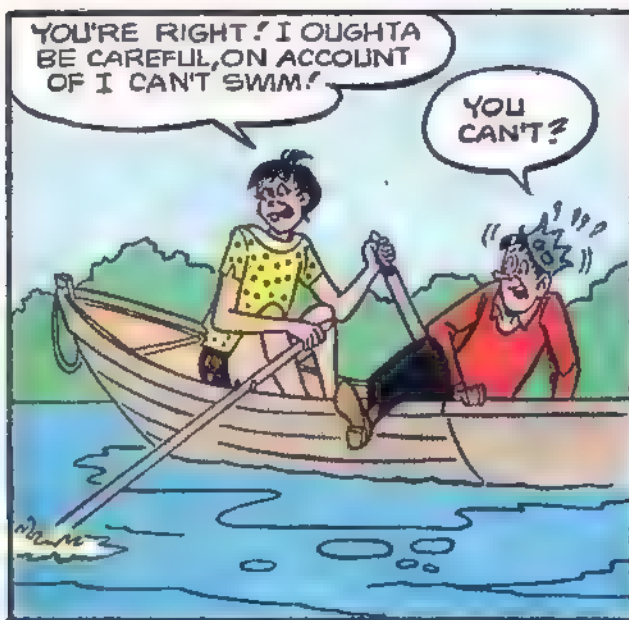
GO AWAY, ETHEL! I HAVE TO CATCH A BOAT!

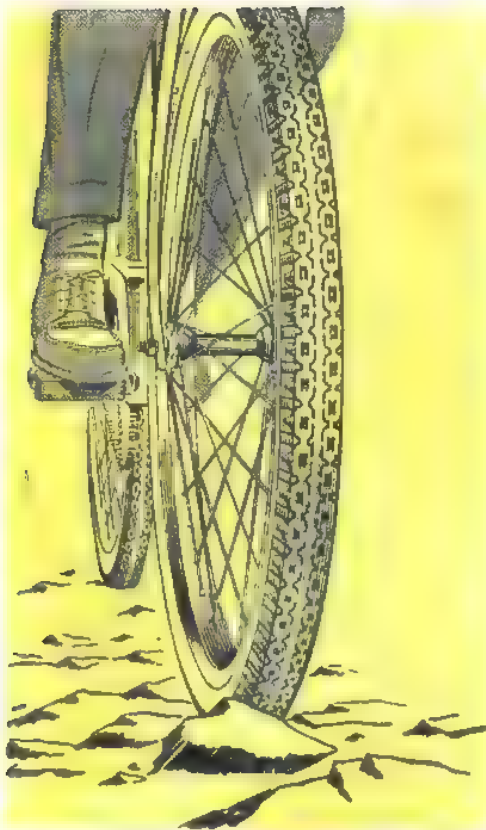
BOATING? WHAT A LOVELY IDEA! COME ON, JUGHEAD! I'LL DO THE ROWING!

SOB!

RIVERDALE PARK
ROWBOAT CONCESSION







ARCHIE SAYS:



NYLON MEANS STRENGTH

...and all U. S. Royal Bike Tires—like the Chain 175 pictured here—are made with nylon ... three plies under the tread!



U. S. Royal Bike Tires

U. S. Rubber Tire Company
549 E. Georgia St., Indianapolis, Ind.

THE "POPSICLE" KIDS PLAY IT SAFE!

STOP...YOU'VE GOT
TO WALK YOUR BIKES
HERE!

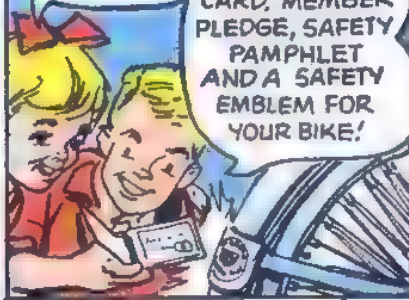


WE KNOW ABOUT
SAFETY ON BIKES. OTHER
KINDS, TOO.
WE BELONG TO THE
"POPSICLE"
SAFETY CLUB.



HERE'S WHAT
YOU GET!

MEMBERSHIP
CARD, MEMBER
PLEDGE, SAFETY
PAMPHLET
AND A SAFETY
EMBLEM FOR
YOUR BIKE!



HOW DO I JOIN?

SEND
IN THE
COUPON
ON THIS
PAGE.



IT'S FUN
...DO IT
NOW!

It's smart to play it safe
with "Popsicle"



all the time
...everywhere!

Kids! For a FREE Giant Gift List, write to
"POPSICLE," Box #550, New York 46, N. Y.

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THAT FITS
WE PRINT**

Archie Club News

**SEND IN
YOUR REPORTS
AND WIN
CASH PRIZES**

MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE — \$5.00

REPORTER

KEVIN BIGELOW
3423 N. 58th Street
Milwaukee 16, Wisc.

SCUBA DIVING

Scuba diving is a very fun-filled sport.

The equipment you need is: a glass front mask that covers the eyes and nose, diving tank(s), regulator, weights, weight belt, tank harness, fins and if you plan to go deep, a diving suit to keep you warm. Some people think skin diving is going underwater with the equipment I mentioned, but it isn't. Skin diving is when you go down with a snorkle, which means you must keep coming to the top of the water for air. SCUBA diving is taking your air with you, in tanks strapped to your back.

Of course, first you must go through lessons. Sometimes these last more than a month. Besides safety rules these lessons teach you how to use the equipment and how every piece of equipment works. Never let anyone try to teach you to skin dive unless you or your parents know that he is a professional teacher.

When you are able to go down deep you will discover many things. Sunken row boats, original shorelines of lakes, and, sometimes, fish more than 5 feet long or less than 2 inches. If you have an underwater still or movie camera, it is fun to take pictures or movies.

There are two ways of jumping into the water right so you don't get hurt. One: hold your mask and jump in feet first. Two: hold your mask and jump in backwards. Never jump in head first. Before you go down spit in your mask, add a little water and swish it around. Then rinse it out. This is the only way to keep your mask from fogging up while you are diving.

One good rule for safety is; always have a buddy with you, in case you get a cramp. Some people say you can go diving right after you eat. This isn't true. You should still wait an hour.

If you have a spear gun you must be sure the state your diving in allows you to use it. Most states don't. But you can use a knife.

This is a very wonderful sport. I know . . . I go diving, and I hope you will try it.

SECOND PRIZE — \$3.00

REPORTER

BRENDA GORMLEY
115 Mira Loma
Vallejo, Calif.

My hobby is collecting seashells. After I collect the shells I take them home and paint them. The next day when they are dry, I mount them on little round pieces of plastic and make earrings out of them.

The ones that I think come out good, I sell. Sometimes the people that buy my

earrings give me a little extra money than what I actually ask for them.

Collecting seashells is a wonderful hobby. I think everyone should try it.

THIRD PRIZE — \$2.00

REPORTER
MARGARET JEUNG
130 Forest Street
Denver 20, Colo.

JOKES

Moose: My mother knit my brother in the army 3 socks.

Archie: Why 3 socks?

Moose: My brother wrote and said he had grown another foot.

Moose: Is it true that carrots are good for the eyesight?

Jughead: Well, I never saw a rabbit wearing glasses.

Betty: Why is the nose in the middle of the face?

Veronica: Because it's the scenter.

Cowhand: Aren't you putting your saddle on backward, sir?

Dude Rancher: That's all you know about it, smarty. You don't even know which way I'm going.

Teacher: Archie, why are you late this morning?

Archie: Every step I took, I slipped back two.

Teacher: At this rate you wouldn't be here now.

Archie: Oh, I turned around and walked the other way.

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES,

not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.

Archie Club

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SIGNATURE OF MEMBER

IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES

Archie Andrews

PRESIDENT



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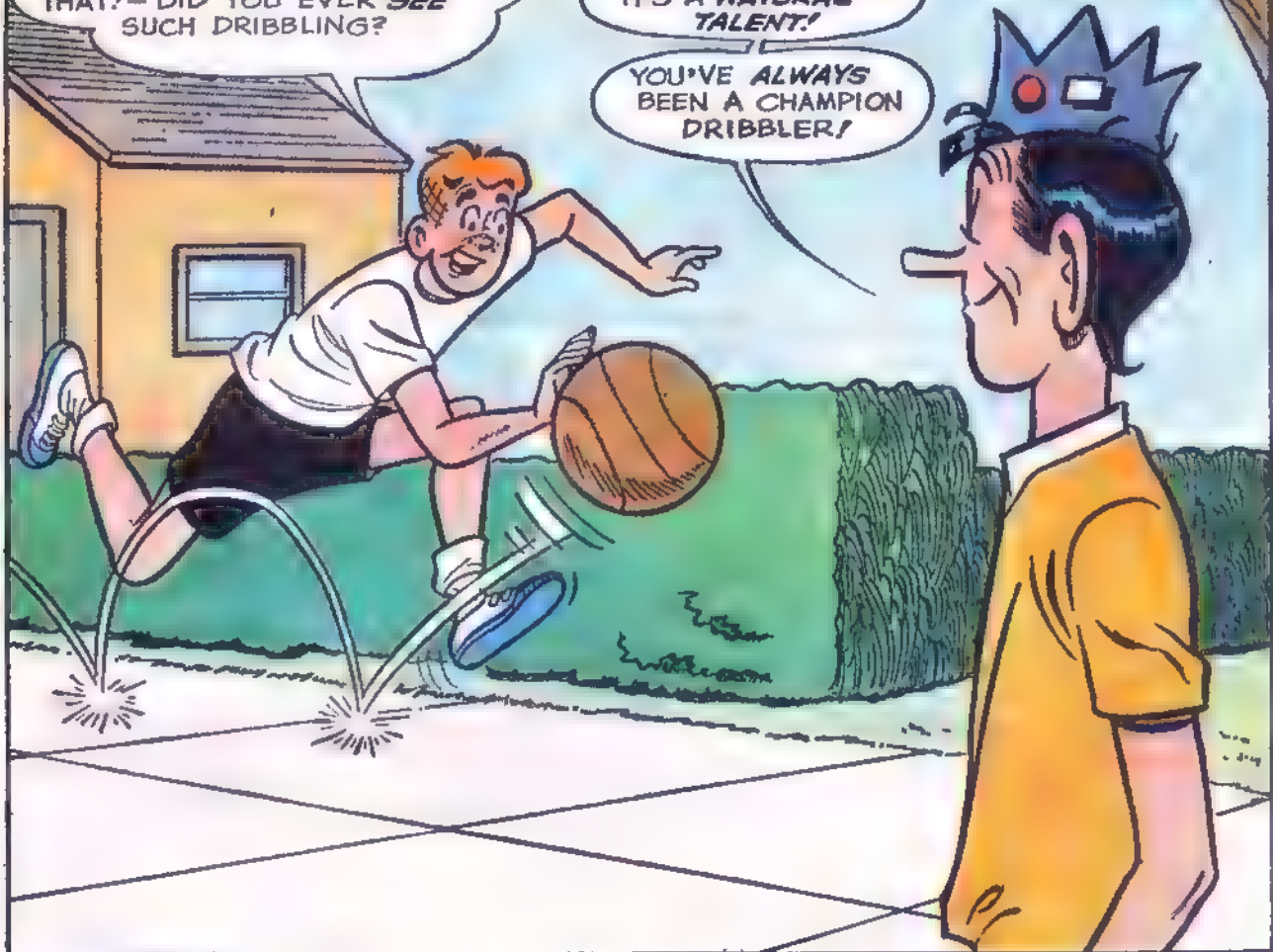
Jughead

"hoop-de-de"

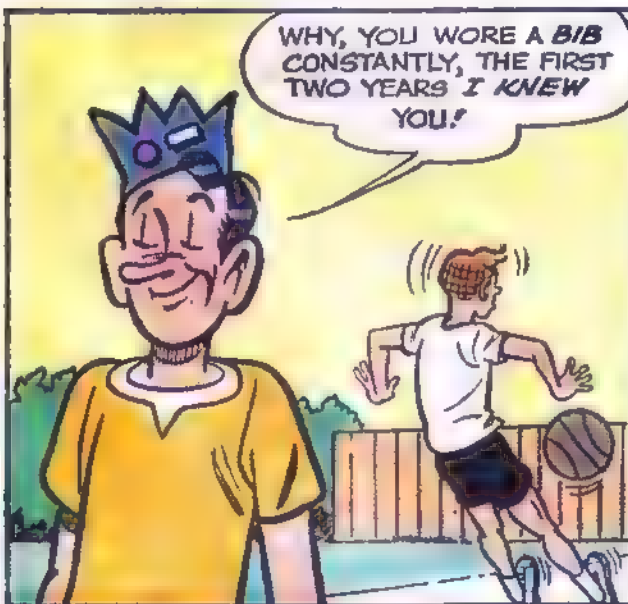
LOOK AT THAT, JUG!— LOOK AT THAT!— DID YOU EVER *SEE* SUCH DRIBBLING?

SHUCKS!— WITH YOU IT'S A *NATURAL TALENT!*

YOU'VE ALWAYS BEEN A CHAMPION DRIBBLER!

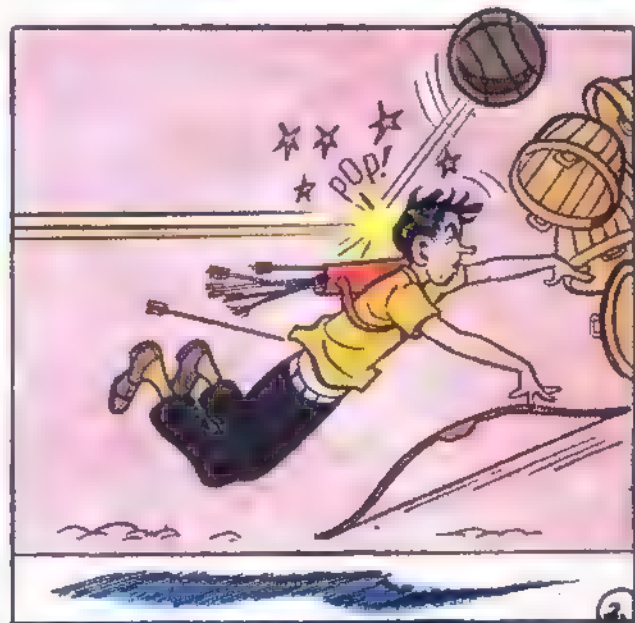
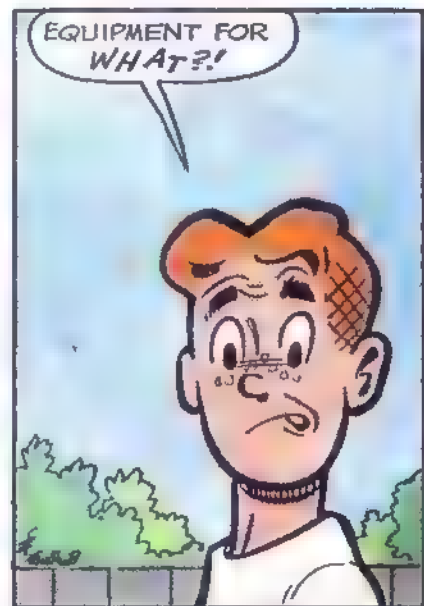
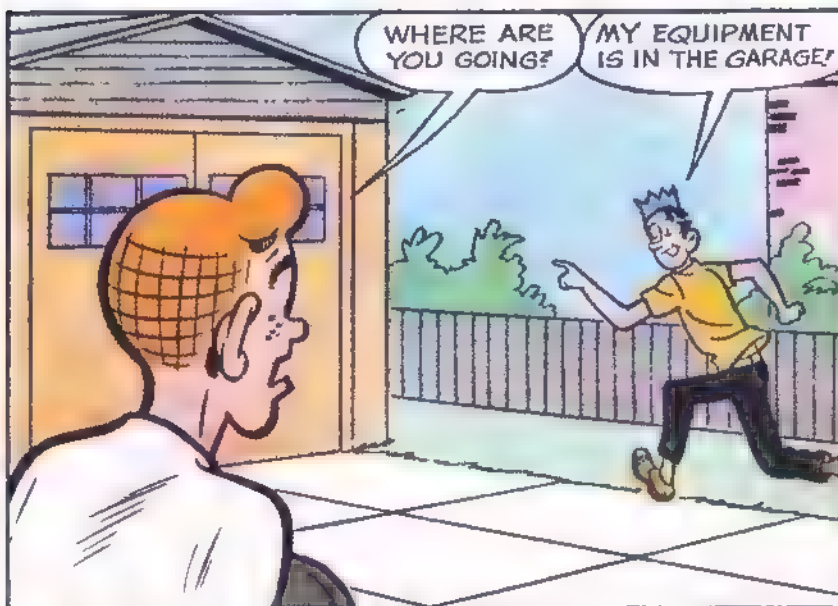
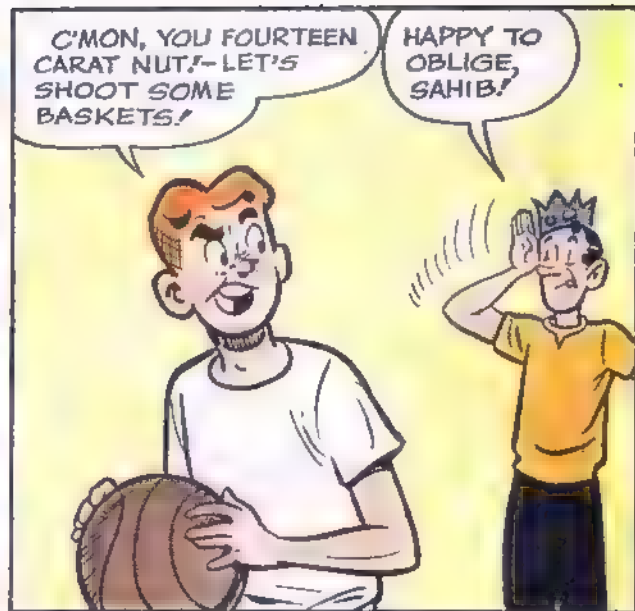


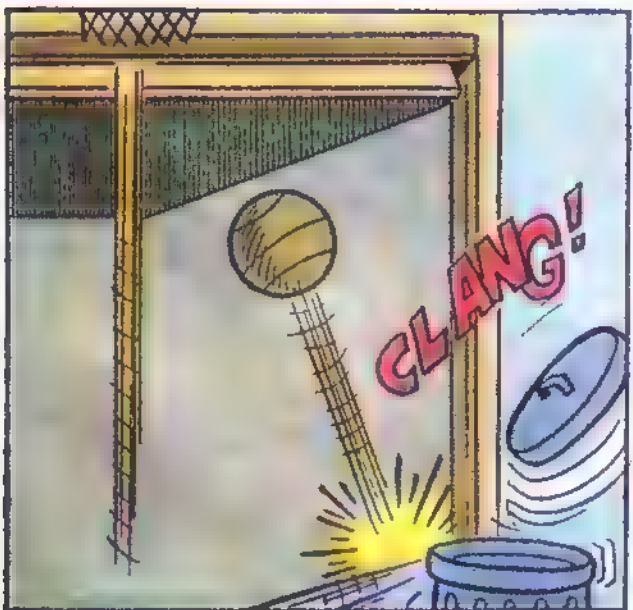
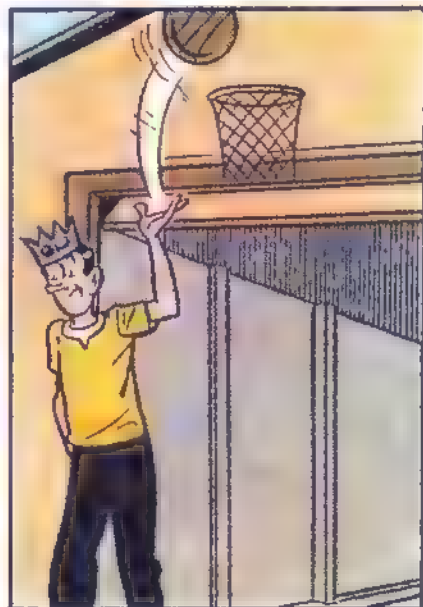
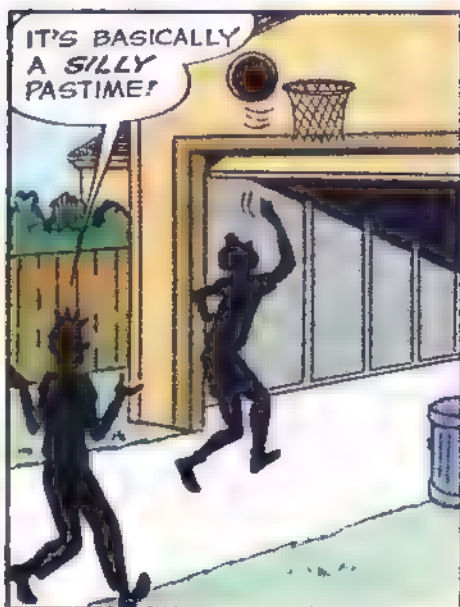
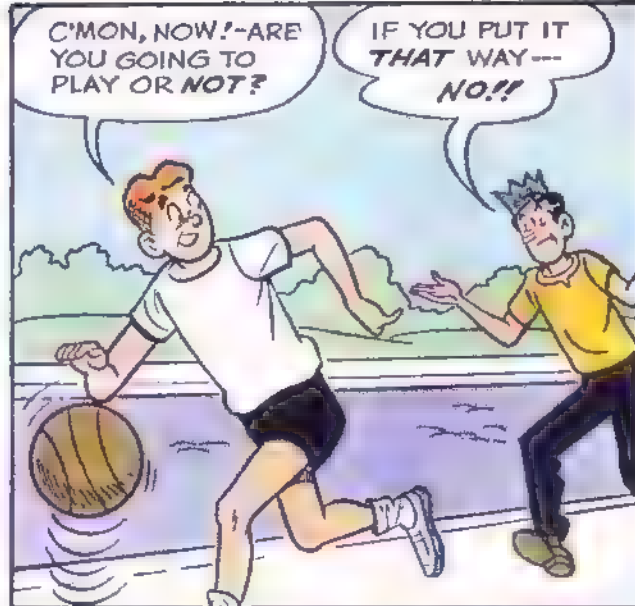
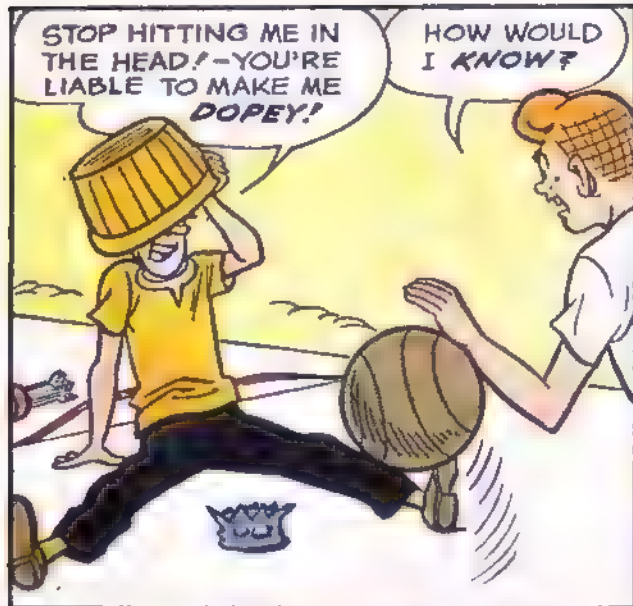
WHY, YOU WORE A *BIB* CONSTANTLY, THE FIRST TWO YEARS *I KNEW* YOU!

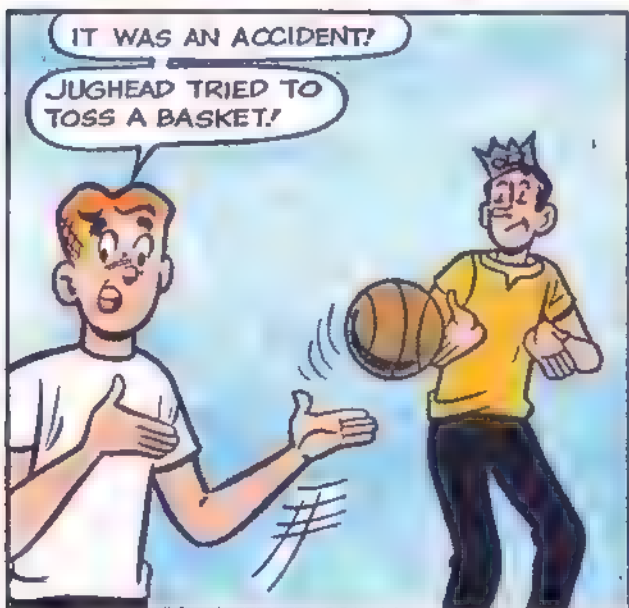
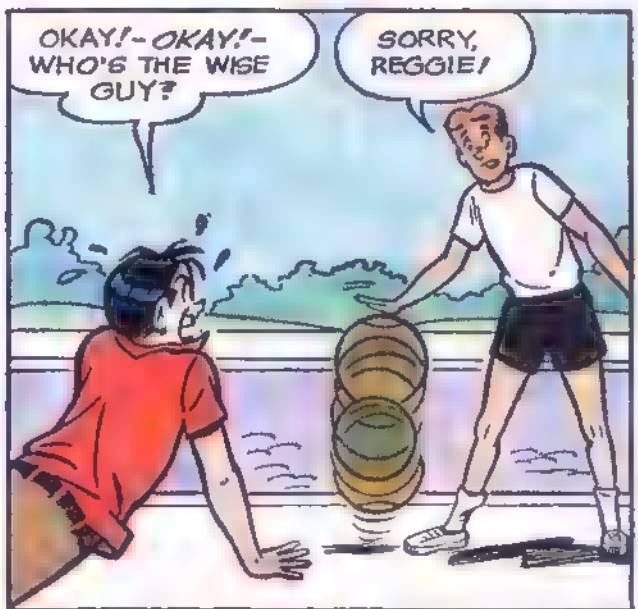
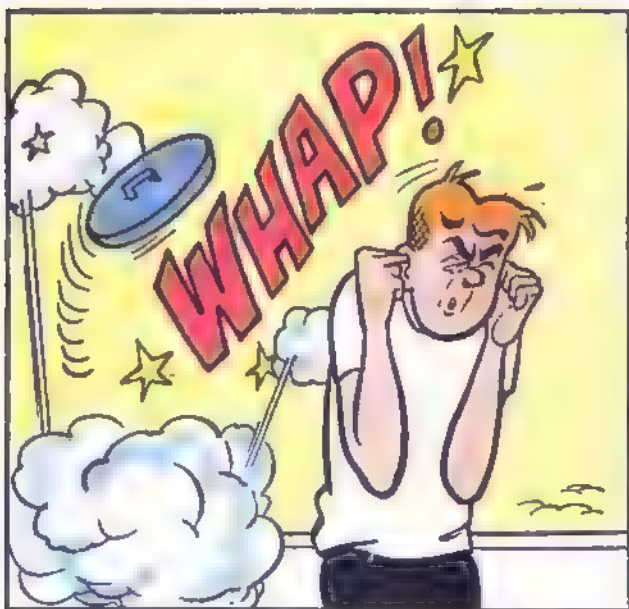
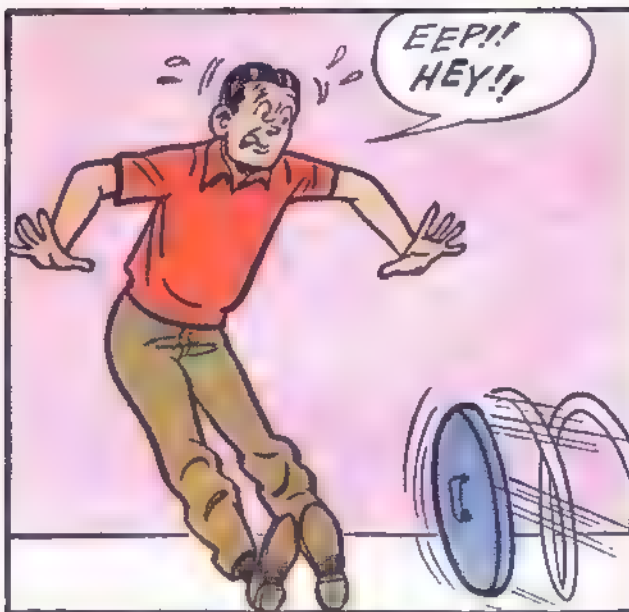


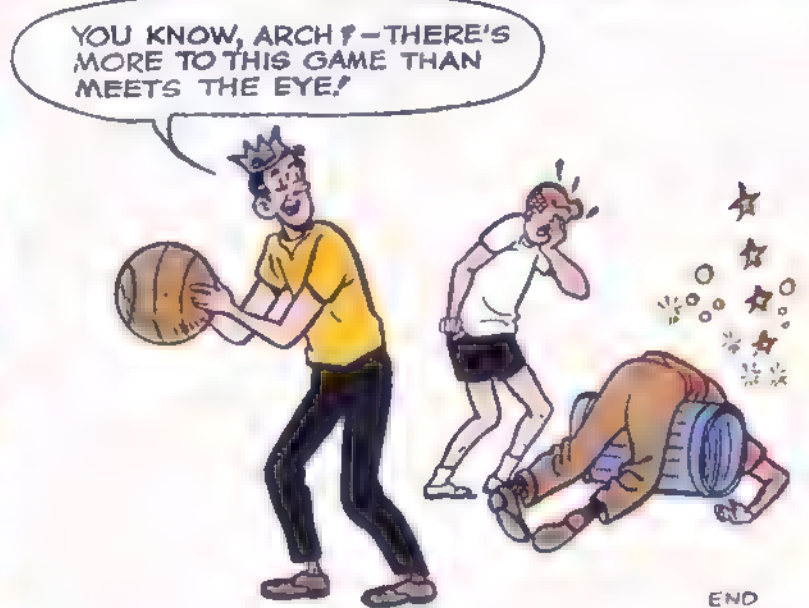
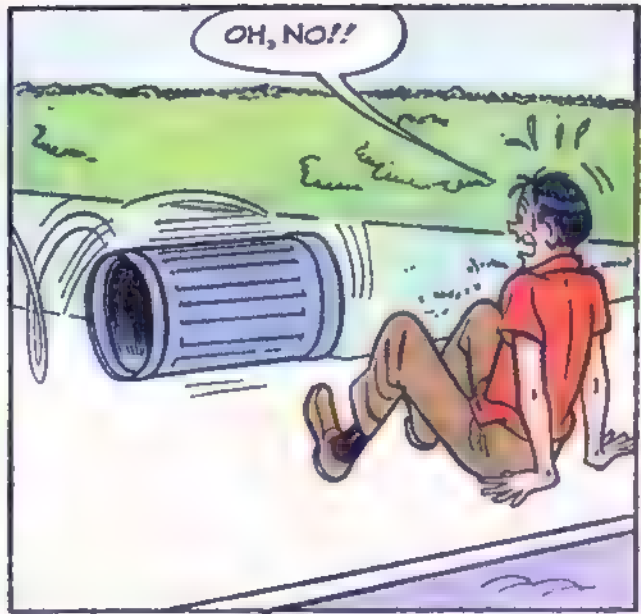
ARCHIE THE SLOB, YOU WERE KNOWN AS IN THOSE —











BOYS, GIRLS, MEN, WOMEN

IF YOU KNOW JUST 20 PEOPLE...



YOU CAN MAKE AT LEAST \$50⁰⁰-MORE LIKELY \$100⁰⁰ to \$200⁰⁰ IN YOUR SPARE TIME!



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CHRISTMAS WONDERLAND ASS'T is a tremendous value! 21 beautiful, sparkling cards glowing and glistening with old fashioned Christmas cheer!

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Do you know 20 people? Of course you do! Add up a half-dozen relatives, perhaps 5 neighbors, the butcher, the baker, the milkman, the grocer, your dentist, several friends and other tradespeople—and you've probably got a lot more than 20. So what are you waiting for? These folks alone can bring you in at least \$50.00, probably \$100.00 to \$200.00 extra money in just a few hours spare time. And this is just a start! Almost everyone you know needs Christmas Cards, and when you show them the spectacular nationally famous 1963 Wallace Brown Line of Cards and Gift Items—it's love at first sight. They'll snap up 2,3,6 or more Christmas Card Boxes right on the spot. Keep up to 50¢ of every dollar you take in! This is the fun way to making money because it's so easy. We send you samples that do the selling for you. And, besides making money you'll save money on your own personal Christmas Cards, Gifts, Wrappings, etc. See for yourself without risking a penny. Mail coupon, you'll be glad you did!

GET FREE CATALOG, TOO! -Send Coupon Below



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Thrill your friends and neighbors and make even MORE MONEY for yourself with exquisite, custom-designed NAME-IMPRINTED Christmas Cards at amazingly low prices. A large variety of exclusive, original designs for folks who want the finest quality in Personalized Christmas Cards at prices everybody can afford. They sell just by being shown. It's easy, too, because . . . *we ship direct to your customers and we pay the postage.* You have no bother, no trouble and no wasted time making deliveries. Send the coupon right away for your FREE Samples of the 4 Great New Lines of these fast-selling Personalized Christmas Cards!

ORGANIZATIONS:

Churches, clubs, veterans' auxiliaries, etc. can now add hundreds of dollars to their treasuries with these fast sellers. Give organization name on coupon for Fund-Raising Plan. Mail coupon NOW!

Be first in your neighborhood to cash in on this easy way to extra money with the 1963 Wallace Brown Line of Christmas Cards and Gift Items. Mail coupon this minute! You'll get 2 Christmas Card Assortments on approval. And FREE Samples of Name-Imprinted Personal Christmas Cards. Plus FREE full-color catalog showing lots more money-makers, including many Christmas Assortments, Everyday Greeting Card Assortments, Decorated Stationery, Gift Wrappings, Household Items, etc. Everything you need to start making money at once—and we show you how.

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Paste Coupon on postcard or mail in envelope

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Amaze friends-Exert your Hypnotic Power
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YES, it's true! You can hypnotize easily so QUICKLY and simply you'll be amazed! And it doesn't take special talents or long months of study. The very first day you receive this miracle GUIDE TO HYPNOTISM you'll be able to perform wonders that will astound everyone. It's that SIMPLE... WHEN YOU KNOW HOW.

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End sleeplessness, stop smoking,
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POWER OF SUGGESTION

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For years the knowledge of how to produce hypnotic sleep has been so well guarded that only a few have mastered this art. But now the veil of secrecy has been lifted and the innermost SECRETS and techniques revealed for the first time. The fact is that Hypnotism is a scientific fact that anyone can learn. Once you know these secrets and methods you can bring about this strange and wonderful control that has only been used by doctors, psychiatrists and entertainers in the past. Yes, now this remarkable phenomena will be yours to use for pleasure, self-development and countless other benefits.

YOU CAN PERFORM ANY HYPNOTIC FEAT!

First, you must understand that what another person does with Hypnotism, you can also do. There isn't anything anyone has ever done with this art that you cannot do! YOU can make people cry, laugh, shout, stop smoking, recall childhood memories, act like an infant, make water taste like vinegar, get folks to sing, dance... do a 1001 things they would never do when not UNDER YOUR POWER. And the most amazing thing of all is --- HOW EASY IT IS TO DO!

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